

Developments in Business Simulation & Experiential Exercises, Volume 10, 1983

CONCEPT BASED SIMULATIONS

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INTRODUCTION

Members of the panel will discuss the development of simulations which are designed to focus student attention on various subject matter concepts. The simulations involve students in sequential business decision-outcome situations as a means of bringing those students to a similar level of experience concerning the concept under study. Students are placed in the position of developing creative analyses of the appropriate environmental factors and of making management decisions.

Objective

This activity tends to direct their attention toward the concept under study in such a way that their involvement becomes personalized. They take risk while striving for the achievement of goals.

Conceptual Models

Simulations have been developed to focus attention on stock maintenance, retail apparel purchasing, logistics distribution channel suboptimization, major variable identification for profit maximization, variable interaction and negotiation between firms. The time duration of some exercises is two hours from Start to finish. This permits the instructor to make concentrated points on a very specific concept. Other simulations are designed to run for a semester with different concepts receiving attention at various points. In some exercises the concept under study is identified to students at the beginning of the exercise. Other simulations have the concept disguised until key events are triggered to permit the focusing of dramatic attention on the concept at that time.

Control

Instructor control of the simulation exercise is generated by the triggering of key events. The occurrence of such key events serves to emphasize particular concepts so that student awareness of the concept and its impact can be reinforced by class discussion and examinations.

Triggering events include reports on sales, stock turn, sales comparisons, periodic profit and loss statements, Inventory records, out-of-stock occurrences, changes in demand, changes in competition, a truck drivers strike, assigned chapters in the text and examinations.

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